

## **Reed L. Wright**

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### **QUALIFICATIONS**

A technology management and marketing professional in the high tech industry with more than 10 years experience solving business challenges at large corporations such as Titan Inc. as Vice President of digital applications development and director of electronic marketing and Internet applications development at Novell Inc. Worked closely and consulted with businesses such as CNN, ISPworld, Internet World, FranklinCovey, ATT Broadband and Cisco Systems.

### **EDUCATION**

Brigham Young University  
BA Major: Communications  
Minor: Business Management

### **EMPLOYMENT**

*2001 - Current*

#### ***Partner, Axis 41 Technical Marketing Communications***

Helped build Axis41 from the ground up into one of the leading marketing and technology companies in the Utah area. Award winning campaigns include work with Nettest telecommunications testing in Copenhagen, Denmark, At&t Broadband, Novell and Cisco Systems.

*2000 - 2001*

#### ***Vice President - E Commerce/Marketing/ Titan Inc.***

Established new division of Cayenta focused on delivering digital marketing and application solutions to enterprise customers. Managed all aspects of consulting unit in preparation for public offering. Consulted with clients such as Semptra Energy, Penton Media, ISPworld and Sorenson Media.

*1994 -2000*

#### ***Director of Electronic Marketing and Internet Applications Development, Novell Inc.***

Managed all aspects of electronic marketing and integrated with all marketing functions including advertising, product marketing, public relations and corporate marketing. Worked directly for Novell Chief of Staff on high profile marketing and technology initiatives such as streaming video integration with CNN and World Economic Forum presentations at Davos Switzerland.

*1993 - 1994*

#### ***Operations, Materials Production, Word Perfect***

Coordinated materials production and distribution to global markets.